

IN THE CLAIMS:

1. A rinse-off composition comprising in percent by weight 0.10-10.00 of a dispersion of bismuth oxychloride 3.50-90.00 of a surfactant, 0.001-0.050 of a dye, 3.00-15.00 of an emollient and 10.00-80.00 of water; said dispersion of bismuth oxychloride comprising bismuth oxychloride platelet particles having a lateral width of 5-25 microns and a thickness of 20-200nm, said platelet particles being substantially covered a liquid vehicle and said liquid vehicle being present in an amount sufficient to maintain a stable dispersion and to provide for facile resuspension.
2. A rinse-off composition according to Claim 1, wherein said liquid vehicle is present in the dispersion in a concentration of about 10-80% by weight.
3. A rinse-off composition according to Claim 1, wherein the liquid vehicle is present in a concentration of about 20-40% by weight.
4. A rinse-off composition according to Claim 3, wherein the lateral breadth of the bismuth oxychloride particles is 10-15 microns and the thickness of such platelets is 40-80nm.
5. A rinse-off composition according to Claim 4, wherein the bismuth oxychloride is present in a concentration of about 70% by weight and the liquid vehicle is present in a concentration of about 30% by weight.
6. A rinse-off composition according to Claim 1, wherein the liquid vehicle comprises octyl-hydroxy stearate.
7. A rinse-off composition according to Claim 1, comprising in percent by weight 0.50-2.00 of a dispersion of bismuth oxychloride, 40.00-65.00 surfactant, 0.005-0.20 of dye, 2.00-8.00 of emollient, and 15.00 - 40.00 of water.

8. A rinse-off composition according to Claim 1, wherein said liquid vehicle has properties of viscosity, emolliency, suspension ability, low oxidation potential, pale color and clarity equivalent to octyl-hydroxy stearate, and is slower evaporating than water has a boiling point greater than 150°C, is lipophilic and is liquid at room temperature.
9. A rinse-off composition according to Claim 7, wherein said liquid vehicle has properties of viscosity, emolliency, suspension ability, low oxidation potential, pale color and clarity equivalent to octyl-hydroxy stearate, and is slower evaporating than water, has a boiling point greater than 150°C, is lipophilic and is liquid at room temperature.
10. A rinse-off composition according to Claim 2, wherein the liquid vehicle comprises octyl-hydroxy stearate.
11. A rinse-off composition according to Claim 3, wherein the liquid vehicle comprises octyl-hydroxy stearate.
12. A rinse-off composition according to Claim 4, wherein the liquid vehicle comprises octyl- hydroxy stearate.
13. A composition according to Claim 1, wherein said surfactant comprises a combination of anionic surfactant and amphoteric surfactant and said emollient comprises silicone fluids.
14. A composition according to Claim 4, wherein said surfactant comprises a combination of anionic surfactant and amphoteric surfactant and said emollient comprises silicone fluids.
15. A composition according to Claim 6, wherein said surfactant comprises a combination of anionic surfactant and amphoteric surfactant and said emollients comprises silicone fluids.
16. A rinse-off composition according to Claim 7, wherein the liquid vehicle consists essentially of octyl hydroxystearate.

17. A rinse-off composition according to Claim 15, and wherein the liquid vehicle consists essentially of octyl hydroxystearate.